

# Program Management Review

*December 14, 2012*

---

## Contact Frame (8.106)

## Optimizing Self-Response (4.103)

*Questionnaire, Content, Design, and Mode Study (4.105)*

*Multiple Mode Interface Study (4.106)*

## Privacy and Confidentiality (8.104)

**Adrienne Oneto, Program Manager**



# Contact Frame

---

**Adrienne Oneto, Program Manager**

**Dave Sheppard, Team Lead**

*Program Management Review*

*December 14, 2012*



-

# Project Description: Contact Frame

---

## 2013 National Census Contact Test

Evaluate the quality of contact information provided by different vendors

## 2013 Census Test

Provide Contact Frame containing data from validated commercial sources to facilitate contacting respondents via landline, cellphones, or email.

## Data Verifications with other data sets

- 2010 Census phone number and contact history
- American Community Survey CATI Paradata



# Project Description: Contact Frame

---

## 2013 National Census Contact Test

- WebCATI instrument
- Selecting sample
- Finalizing Advance Letter
- Planning Telephone Questionnaire Assistance
- Obtained OMB Clearance



## Project Description: Contact Frame

# 2013 National Census Contact Test

# Survey Instrument

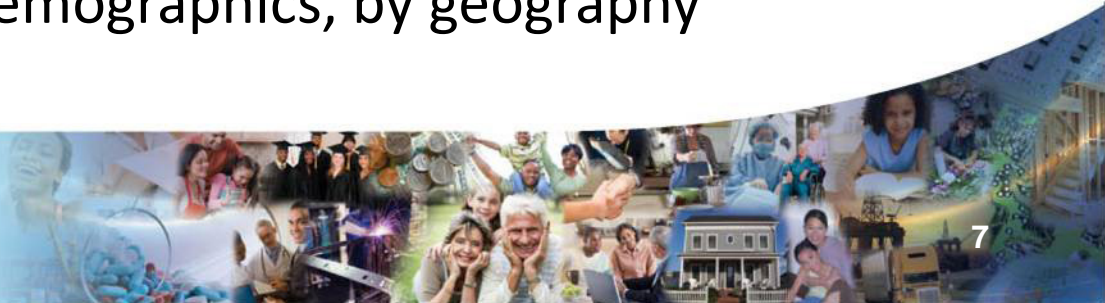
- Address verification
- Cellphone...texting...internet access?
- Landline...listed or unpublished...additional?
- Email...how often check...email domain?
- Tablet...IPad?
- Global Positioning System coordinates... respondents' attitudes?

# Project Description: Contact Frame

---

## 2013 National Census Contact Test Results

- % of Households with a verified phone #
- % of Households with a verified email address
- % of phone numbers that are verified
- % of emails that are verified
- Nationally, by demographics, by geography





# Project Description: Contact Frame

---

## Conduct 2013 National Census Contact Test

- Conduct interviews January 2013
- Analyze Results
- Provide Contact Frame for 2013 Census Test





# Challenges

United States™  
**Census**  
Bureau

# Optimizing Self-Response

---

**Adrienne Oneto, Program Manager**  
**Jane Ingold, Team Lead**

*Program Management Review*  
*December 14, 2012*



# Optimizing Self-Response: Research Questions

---

Examine initial contact and self-response methods focusing on new modes and how response propensities differ by demographic and geographic groups.

1. What technologies will be feasible for self-enumeration by 2020?
2. What are the best notify-contact-remind strategies and timing:
  - By mode?
  - By demography/geography?
3. Which modes are most usable by which:
  - Demographic groups?
  - Geographic groups?
  - Language groups?
4. How do we partition the initial contact universe according to optimal contact methods and self-response mode options?



# Project Description: Optimizing Self-Response

---

## Channels of Information

- 2010 Census Quality Survey
- American Community Survey
- Other Surveys
- International Work





# Project Description: Optimizing Self-Response

---

## 2012 National Census Test

- Test new, dynamic approaches for collecting the number of people in the household
- Split panel test of Race/Hispanic origin questions
- Consisted of an Internet Push methodology with
  - additional reminders
  - new motivational wording
  - varying timing of paper questionnaire mailout
- Provided first opportunity to obtain 2020 Census response rate indicators and assessment of relative self-response rates across various contact strategies



# Project Description: Optimizing Self-Response

---

## 2013 Census Test

- Our opportunity to explore ways of leveraging technology and different response modes to increase self-response
- Sample of housing units will be selected using Supplemental contact frame email and telephone number information
- Telephone Questionnaire Assistance will be available
- Internet instrument will be in English and Spanish
- Internet Site will allow for Non-ID cases





# Project Description: Optimizing Self-Response

---

## 2013 Census Test

- Design still under discussion due to emerging issues
- Each panel will be contacted up to FOUR times
  - *Initial Contact = Internet Push*
  - *Reminder Contact = Postcard, Email*
  - *Final Reminder = Postcard, Email*
  - *Mail Questionnaire to Nonresponders*





# Project Description: Optimizing Self-Response

---

## 2013 Census Test Research Questions

- What are the final self-response rates for each of the contact strategy panels?
- What is the breakdown in self-response rates by mode (Internet, TQA, mail) for each panel?
- Do self-response rates and Internet uptake rates differ for different demographic groups?
- Does the paradata for the Internet questionnaire show any issues that can be used to improve the design in the future?
- What are the reasons for calls to TQA?





# Optimizing Self-Response

---

## Next Steps

- Finalize design of 2013 Census Test
- Develop and deploy data collection instruments and forms for 2013 Census Test
- Evaluate feasibility of using email as an Internet Survey notification strategy



# Optimizing Self-Response

---

## Challenges

- Deploying the Census Bureau legitimacy and “brand” into email messages
- Unknown quality of Supplemental Contact Frame
- Developing emerging technologies such as mobile application of Internet and IVR for the 2014 Census Test
- Policy and legal constraints on text messaging



# Privacy and Confidentiality

---

**Adrienne Oneto, Program Manager**  
**Jennifer Hunter-Childs, Team Lead**

*Program Management Review*  
*December 14, 2012*



# Privacy and Confidentiality: Research Questions

---

- How will new contact and response modes impact the public's perception of the Census Bureau's commitment and ability to protect privacy and confidentiality?
- If administrative records are used in the 2020 Census design, how will this impact the public's perception of the Census Bureau's commitment and ability to protect privacy and confidentiality?
- What is the public most concerned about with regard to privacy and confidentiality in general?



# Project Description: Privacy and Confidentiality

---

- Public Opinion Poll
- Small Scale Iterative Testing
- Social Media
- Focus Groups
- Large-Scale Experimental Design





# Project Description: Privacy and Confidentiality

---

## Public Opinion Poll

- Interagency Public Opinion Survey
- Gallup Daily Poll
- 20 Month Data Collection
- 19 Core questions
- Rotating questions to understand how demographics, knowledge and trust influence respondents' reactions towards the use of administrative records
- Opportunity for other census-specific rotations







# Public Opinion Poll: Wording Experiments

---

- **Different benefits for sharing data:**
  - Cost savings
    - Large \$\$ versus Cost per case
  - Time/burden
  - Accuracy
  - Social Good
    - Local versus National
- **Different types of records**
  - Employment information
  - Use of healthcare services
  - Cost of products you buy
  - Earnings history
  - Income information
  - Name and age
  - Contact information
- **Different sources of records:**
  - Various other government agencies
  - Doctors
  - Commercial sources



# Public Opinion Poll: Sample Question

---

For the next census in 2020, the Census Bureau could obtain your name and age directly from the Social Security Administration instead of asking you for this information on a questionnaire.

If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be

- *strongly in favor of it,*
- *somewhat in favor of it,*
- *neither in favor nor against it,*
- *somewhat against it, or*
- *strongly against it?*



# Public Opinion Poll: Preliminary Results

---

## Trust

Data users, respondents with college education, and respondents who believe that agencies are transparent are more likely to trust statistics.

## Cost Savings

Framing administrative records use in terms of saving the government money and social good are more effective than reducing respondent burden and improving accuracy.

## Privacy

Respondents against the use of administrative records, overwhelmingly cite privacy and lack of trust as the reasons.



# Public Opinion Poll: Next Steps

---

- Look generally at predictors of trust, how trust in statistics impacts views towards administrative records and how these things may vary by demographic groups
- Examine opinion towards doing census by email, cellphone, text
- Explore privacy concerns, try to understand the source of concern



# Project Description: Privacy and Confidentiality

---

## Small-Scale Iterative Testing

- Explore public's concerns about privacy, confidentiality, and administrative records use.
- Refine methodologies for contact strategies that reduce privacy and confidentiality concerns.
- Test consent wording for use of administrative records.
- Series of split-ballot experiments designed to answer one question at a time



# Project Description: Privacy and Confidentiality

---

## Small-Scale Iterative Testing Sample Topics

Focus on minimizing privacy and confidentiality concerns and optimizing legitimacy

- Subject line: authority message versus non-authority message (Mandatory survey versus important survey )
- Sender: person sender versus organization sender (Director versus U. S. Census Bureau)
- Length of the message: long (letter-style) versus short invitation
- Graphics: graphics versus no graphics
- Pre-notice: letter versus postcard versus email versus none





# Project Description: Privacy and Confidentiality

---

## Social Media

- Use Sysomos Media Analysis Platform to understand how the public talks about the government and the Census Bureau with regard to privacy, confidentiality and trust
- Identify baseline of public discussion about the Census Bureau and topics related to privacy, confidentiality and administrative records use
- Passive data collection – allows gathering data without influencing how a person responds
- Analysis of this data will feed into recommendations for communications plans





# Project Description: Privacy and Confidentiality

---

## Focus Groups

- Understand privacy and confidentiality concerns with planned contact and response strategies
- Planning underway for 2013 Census Test



# Project Description: Privacy and Confidentiality

---

## Focus Groups

- Conduct interviews with responders and nonresponders
- Planning recruitment strategies and moderator protocol with regard to treatment and demographic characteristics
- Topics of groups:
  - Privacy and confidentiality concerns directly related to new contact methods
  - Privacy and confidentiality concerns about the use of administrative records
  - Impact and comprehension of potential messaging campaigns and response options



# Project Description: Privacy and Confidentiality

---

## Large-Scale Experimental Design

- Notification/Disclosure of Administrative Records Wording Experimental Test in 2014 Census Test or ACS Methods Panel
- Treatments to be determined based on small-scale testing, cognitive testing and conversations with stakeholders
- Could include opt-in/opt-out and/or manipulating saliency of messages in self-administered versus personal visit



# Privacy and Confidentiality

---

## Challenges

Infrastructure for small-scale iterative testing



# Contact Frame

## Optimizing Self-Response

### Privacy and Confidentiality

---

*Program Management Review*

*December 14, 2012*

